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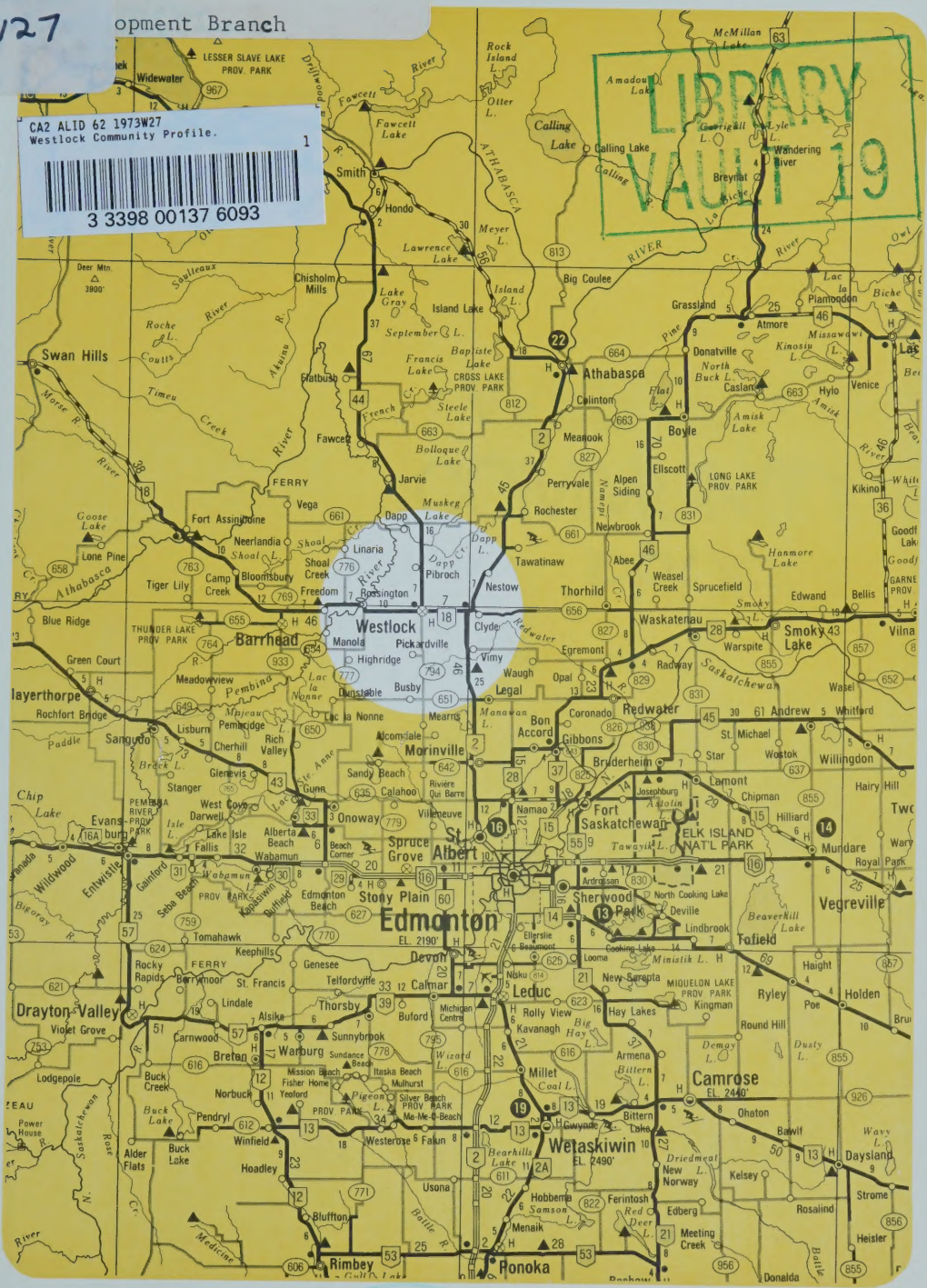
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Westlock Community Profile.



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WESTLOCK COMMUNITY PROFILE

January 1973

"The Town That Serves The Public"

AN INTRODUCTION

Location

Westlock is located on the following sections: N½ 32-59-26-W4, NW¼ 33-59-26-W4, All 4-60-26-W4, S½ 5-60-26-W4, and SE¼ 6-60-26-W4.

This location is 50 miles northwest of Edmonton on highways No. 2, 18 and 44, and on the main lines of the Northern Alberta Railway from Edmonton to Dawson Creek.

The town's altitude is 2,133 feet above sea level; Latitude 54/43; longitude 115-25.

Population

Town Population (1973): 3524

Trading area population (1969 Commercial Survey): 20,000.

The trading area is regarded as extending 80 miles north, 50 miles west; and 25 miles south and east.

Weather*

Mean summer temperature - 58 F.

Mean winter temperature - 20 F.

Mean yearly temperature - 34 F.

Average rainfall - 13.90 inches.

Average snowfall - 47.30 inches.

Average total precipitation - 18.63 inches

*The averages cover a period of 16 years, estimated from data obtained from the nearest weather stations. There is no record of all year weather conditions for this district.

Geology

The bedrock of this area underlying the glacial deposits is the Belly River formation of the Upper Cretaceous period. This formation is a series of light colored sandstones and shales.

This horizon in other parts of the province includes dinosaur beds and coal seams.

Soil

Westlock lies in the black soil zone.

Soil Profile: The normal profile has a black to very dark brown surface (A) horizon that averages about 12 to 14 inches in depth. The more compact (B) horizon is dark brown, and the lime layer (Bca) is usually found at 30 to 40 inches below the surface.

Fertility: Soils in this zone are the most fertile in the province and they have in their surface foot about 3 to 4 times as much nitrogen and organic matter as there is in the average brown or gray wooded soil. Every

precaution should be taken to see that they are not allowed to deteriorate.

Climate: Annual precipitation averages between 17 to 19 inches and droughts are rare. Evaporation is lower and hot winds less frequent than in other zones.

Vegetation: Grassland which has been partially invaded by woodlands (mainly deciduous trees) often referred to as a parkland.

Land Use: A high percentage of the zone is arable. Coarse grain of excellent quality and wheat of good quality are grown in crop rotation with hay or oil seed crops. The mixed farming operations are also supporting large populations of cattle and hogs. The addition of fertilizers to operations here is profitable due to the consistent normal moisture pattern.

History

The original settlement was four miles east of the present location and was named Edison after F. Edison, an early pioneer of the district. Later it was moved to the site of the original homesteads of two settlers, Westgate and Lockhart and was renamed, Westlock.

Others among the early settlers who arrived from Edmonton by ox train and Red River cart were George McTavish, John Dezall and B. C. Alton who was the first postmaster. G. McTavish operated the first general store.

With the coming of the Northern Alberta Railway in 1913 settlers came in great numbers to Westlock and other towns along the line.

Westlock was incorporated as a village in 1914. The first mayor was George McTavish and Councillors were R. J. Wheatley and Fred Patterson. J. W. Shutt was secretary. The first newspaper, the "Westlock Witness", commenced publishing in 1919. Owner and editor was C. A. Roulston.

Since 1955 the town has experienced a sustained period of growth which has averaged 6 percent or better each year in population with a corresponding increase in the assessed value of the property. This rate of growth is indicated to continue or accelerate as shown in a planning study for the next five-year period.

Historic Site: Memorial Hall built in honor of the heroes of the district during the First and Second World Wars.

LIVEABILITY



Fine homes and attractive residential areas are a feature of the town.

Westlock is located in the centre of a rich mixed farming district and is also a service centre for a much larger area in which oil, gas and lumber play an important role. All-weather hard surface highways connect Westlock with all areas. There is a registered air strip within the town. The town is serviced by several truck firms, one bus line and the railroad.

Downtown and main residential streets are hard surfaced. Excellent schools provide for Grades 1 to 12 with excellent commercial and trades courses also available. There are many and varied activities for both the active and the spectator sportsman. The summer season brings golfing, fishing or hunting, boating, river float trips, swimming in a new heated pool; enjoying stock car or championship mo-

torcycle races or following harness racing on one of the fastest half mile tracks in Western Canada.

There is pari-mutuel betting during the harness race meet. For winter activities there are included skiing on a nearby hill equipped with T-bar and chalet, curling on artificial ice, skating in a modern arena with artificial ice, and snowmobiling. There are well organized leagues for baseball, softball, fastball and hockey for all ages. Those interested in lodges and service clubs will find active groups as will those seeking cultural pursuits as the amateur theatre, oil painting, ceramics or other like specialties.

Westlock's total corporate area is 1,588 acres, of which 54 acres is devoted to parks and playgrounds. There is 25.03 miles of roads - 6.86 miles paved, 8.75 miles gravelled, and 9.42 of other surfaces.



Westlock's 100th Avenue, a busy thoroughfare.

ADMINISTRATION



New Town Office is administrative hub.

Civic Government

The town is governed by a mayor and six councillors, (elected for three year terms). The secretary-treasurer and assistants carry out the policy set by the council.

Tax Structure

Land	\$2,187,180.
Improvements	4,662,870.
Total Assessment (1972)	\$6,850,050.
Mill Rate - Municipal 26.07, School Foundation 25.30, School Supplementary 6.05, Health 3.24, Planning Commission .34;	
Total 61 mills.	

PROTECTIVE AND UTILITY SERVICES



Fire Hall provides accommodation for volunteer fire department.

Law Enforcement

Zoning by-laws and building code are enforced by the council and building inspector. The electrical code conforms to the Alberta Electrical Protection Act. Alberta Public Health Regulations govern the sanitary by-laws. The town and rural districts are policed by an R.C.M.P. detachment consisting of a sergeant and 11 constables.

Fire Protection

The fire brigade consists of a fire chief and 14 volunteer firemen. Equipment: One 625 GPM King Seagrave pumper with 500 gallon water tank; 2,800 feet 2½ inch hose; 1,500 feet 1½ inch hose; 1 deluge gun; coats, ladders, boots, axes, etc.

Water is obtained from the Pembina River and is piped 7½ miles into elevated towers with 555,000 gallon capacity in total. There are 62 fire hydrants conveniently located throughout the town.

Water and Sewer

Water is obtained from the Pembina River and is piped 7½ miles into 555,000 gallon elevated towers and from there into the water mains.

Water Analysis (Average)	Parts per million
Total Solids	202
Ignition Loss	88
Hardness	140
Sulphates	19
Chloride	1

Alkalinity 140

Nature of Alkalinity - bicarbonate
of Lime and Magnesium

Nitrites nil

Nitrates nil

Iron 0.4

Remarks: Chemically this water is suitable.

Water Rates:

First 1,000 gallons or less used per month
\$4.00;

Next 1,000 gallons used per month, \$1.40
per M;

Next 48,000 gallons used per month,
\$1.20 per M;

Balance (gallons) used per month, \$1.10 per
M.

Sewer Rates:

36.714% of water bill.

Sewage treatment facilities, enlarged in
1971, are big enough for 10,000 people.

Storm sewers, 1.45 miles.

Sanitary sewers, 13.91 miles.

Water main, 11.85 miles plus 7½ miles of
pipe from the Pembina River.

Power

Three-phase 60-cycle power is supplied
under a 10-year franchise by Calgary Power
Limited.

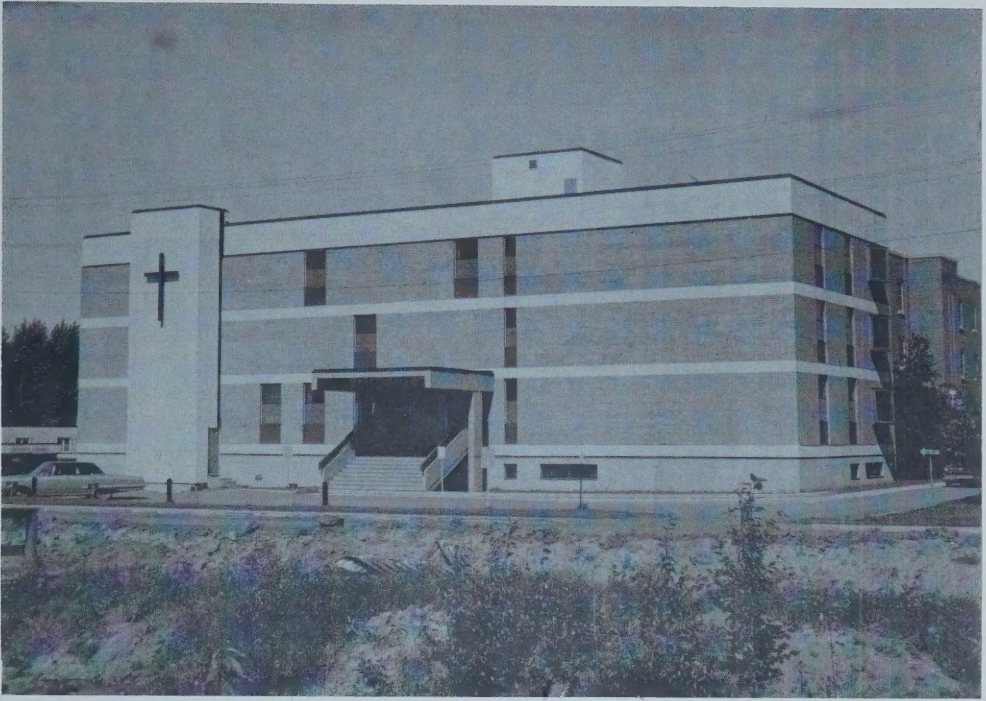
Natural Gas

Natural gas is supplied under a franchise
by the Plains-Western Gas and Electric Co.
Ltd. The agreement was renewed in 1971 for
10 years with rates guaranteed for five years.

Coal

Supplies may be obtained locally from
Picardville, Morinville, and the Sturgeon
River Valley.

HEALTH SERVICES



Immaculata General Hospital features modern equipment.

The Immaculata Hospital, operated by the Sisters of Charity, is an 83 - bed General Hospital serving the Town and District in which the latest equipment is installed and all rooms are piped for oxygen. There is also a modern laboratory maintained and staffed.

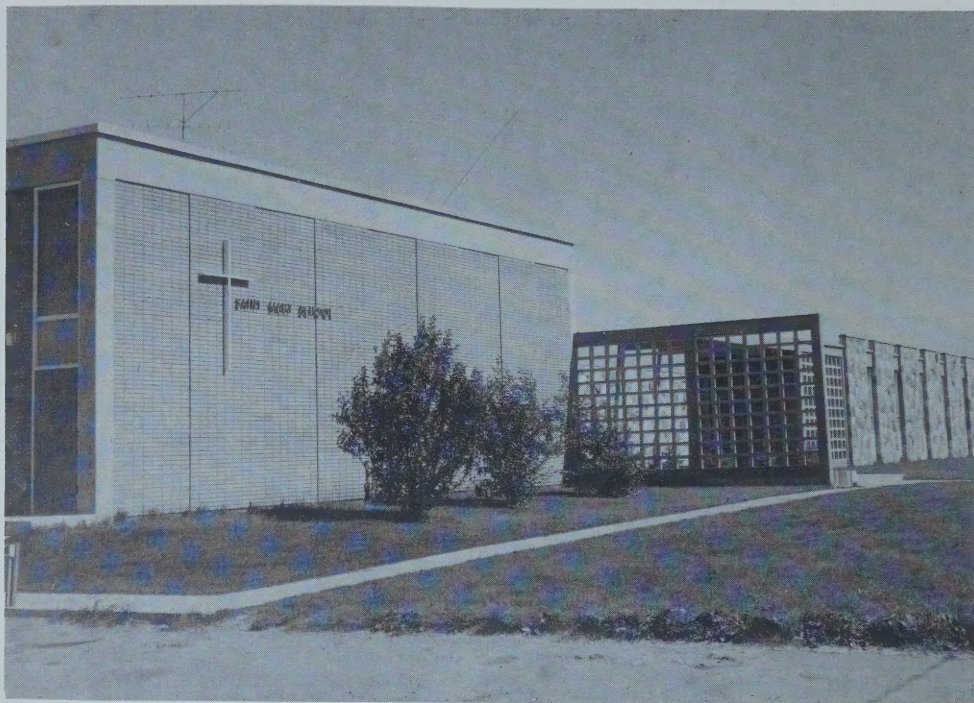
An auxiliary hospital operated jointly by Barrhead-Thorhild-Westlock municipalities supplies 50 beds and efficient care for chronic patients. A new 50-bed Nursing Home is

being operated by the same authority.

A government built Senior Citizens Lodge supplies accommodation for a total of 68 in the main building and separate housekeeping suites.

There are 12 doctors, three dentists, two chiropractors resident in the town. An optometrist comes twice weekly. There are three drug stores with five pharmacists and an ambulance service.

EDUCATION



Both public and separate school systems serve town and area.

Westlock is served by both public and separate schools.

The Roman Catholic Separate School has nine classrooms, a typing room, science room, a library and two auxiliary areas serving 306 pupils.

The Public School uses 57 classrooms, seven science rooms, three libraries, four gymnasium-auditoriums plus industrial arts, home economics and music rooms for the 1,580 students in its system.

Both educational facilities are noted for the excellent results being obtained.

ORGANIZED ACTIVITIES AND RECREATION

Churches

Anglican, Lutheran, Gospel Hall, Pentecostal, Roman Catholic, United, Greek Orthodox, Church of the Nazarene and Jehovah Witnesses.

Organizations, Societies, Clubs

Masonic, Knights of Columbus, Elks, Kinsmen, Rotary, Lions, Agricultural Society, Red Cross Society, Old Timers' Association, Westlock Flying Club, Golf Club, Westlock Racing Association, Westlock Stock Car Club, Canadian Legion and Fish and Game Association.

Cultural Activities

The Westlock Municipal Library is a community library and is supported by the Town, Provincial Government grant under the Libraries Act, and membership fees. Other activities - drama, music, Art Club, Choral Society, local band with 65 instruments, Book Club, U. of A. extension courses.

Sports

Senior and junior baseball, senior and junior hockey, softball, saddle club, badminton, football, golf, curling, flying club and swimming club, ski club.

Facilities - New covered curling rink with six sheets artificial ice and banquet facility. Arena - artificial ice, seating capacity 1,000; swimming pool, one outdoor rink.

Good fishing for trout, whitefish, perch, pike and pickerel in the area. Hunting for game birds and big game in the district.



Many churches serve the community.

Fairs

Agricultural Fair - 2-day event.

Harness Racing - 3-day event - pari-mutuel betting.

Youth Activities

Boys - Boy Scouts, Wolf Cubs, Calf Club, 4-H Clubs, and Army Cadets.

Girls - Girl Guides, Brownies, C.G.I.T. and figure skating.

Theatres

and Halls	Capacity	Stage	Piano	Dressing Rooms
Roxy Theatre	350	Yes	Yes	No
Memorial Hall	1,000	Yes	Yes	Yes
Legion Hall	200	No	Yes	No
Drive-In Theatres (1)				



Swimming pool is a popular recreational facility.

BUSINESSES AND SERVICES



M.D. Building houses municipal, school division and other offices.

Government Offices

Federal: Post Office, Farm Credit Corporation, R.C.M.P. detachment and Prairie Farm Rehabilitation office, Veterans Land Act.

Provincial: Alberta Government Telephones, District Agriculturist, District Superintendent of Schools, District Home Economist, Water Resources Branch office, Department of Highways and Transport - driver examination and vehicle inspections, Liquor Control Board, Police Magistrate, Department of Municipal Affairs, probation office.

Municipal: Town complex housing a town office, council chamber, library, and public rest rooms also in this building. Local Administration Building houses municipal office, school division, Sturgeon Health Unit, preventative welfare office and also area recreation director.

Financial Facilities

Bank of Montreal, Bank of Nova Scotia, and Toronto-Dominion Bank.

Co-operatives

Northern Alberta Dairy Pool, Pembina Livestock Shipping Association, Alberta Wheat Pool, United Grain Growers, Pembina Seed Cleaning Plant, Pembina U.F.A. Co-op Distributors, Canadian Co-op Implements, and U.F.A. Farm Supply.

Travel Accommodation

Hotel: The Westlock Hotel has 31 rooms, and is licensed to serve beer, wine and liquor.

Motels: Two motels in town have a total of 21 units.

Tourist Camps: Westlock Trailer Park and Trail-Er-Inn Village.

Business Establishments

Type of Business	Number of Establishments		
Ambulance	1	Hatcheries	1
Accountants - Chartered	1	Hotels	1
Apartments (115 suites)	12	Implement Dealers - Farm	5
Auctioneers	3	Jewellers	2
Auto Body Repairs	3	Ladies' Wear	3
Auto Wreckers	2	Law Offices	4
Bakeries	2	Laundry, Dry Cleaners	1
Banks	3	Laundromats	2
Barristers	4	Liquor Vendors	1
Barbers	4	Livestock Buyers	3
Beauty Parlor	6	Lumber Yards	3
Blacksmiths	1	Milk Distribution	1
Bowling Alley	1	Machine Shops	2
Building Contractors	6	Mobile Feed Service	1
Building Supplies	3	Mobile Home Parks (60 stalls)	2
Butchers	5	Optometrist	1
Cartage Delivery	1	Oil Distribution	5
Car Wash	8	Painters & Decorators	3
Cement-Transit Mix	1	Plumbers	3
Chiropractors	1	Pool Rooms	1
Clothing-Men's	3	Printers	3
Clothing-Women's & Children's	4	Propane Gas Distribution	2
Coal Dealers	1	Photographers	1
Cold Storage Lockers	1	Radio Repairs	3
Creameries	1	Radiator Repairs	2
Dentists (3 doctors)	2	Real Estate & Insurance	6
Department Stores	3	Restaurants	5
Doctors (12 doctors)	3	Seed Cleaning Plant	1
Drug Stores	3	Shoe Repairs	1
Dry Cleaners	2	Supermarkets	3
Electrical Appliances	3	Theatre & Drive-In	2
Electrical Contractors	2	Tinsmith	2
Florists	1	Tire Shops	2
Feed Mill	1	Taxi	1
Funeral Parlors	1	Truckers	4
Furniture Stores	5	Variety Stores	1
Garage & Service Stations	8	Rock & Hobby Shop	1
Grain Elevators	3	Veterinarian (2 doctors)	1
Greenhouses	1	Welding	3
Groceries	5	Woodworking	2
Hardware	4		



Business facilities include this modern shopping centre.

TRANSPORTATION — COMMUNICATIONS



Northern Alberta Railway serves Westlock.

Transportation

Northern Alberta Railway: Edmonton to Dawson Creek via Westlock.

Coachways Bus Lines: Edmonton to Barrhead via Westlock; Edmonton to Swan Hills via Westlock, Edmonton to Westlock.

Truck Service: Daily to and from Edmonton.

Communications

Northern Alberta Telegraphs, Alberta Government Telephones, Post Office.

Media

Nearest radio stations: Edmonton, 50 miles southeast - CJCA, CHFA, CFRN, CHED, CBX, CKUA, CHQT; Camrose - CFCW. CFCW has local reporting facility.

Nearest television stations: CFRN-TV, CBXT-TV.

Newspapers: Westlock News (weekly); The Hub (weekly).

INDUSTRIAL DEVELOPMENT



Diversified agricultural area surrounds town.

Local Resources

Lumber, straw, cereal, grass seed, coarse grains; dairy products - milk, cream, butter, etc.; poultry and eggs, horses, cattle, sheep, hogs, honey; sand and gravel, peat moss, and natural gas.

Sites

Industrial and home sites, are available serviced with all utilities.

Current and Potential Development

Westlock is the centre of one of the richest diversified agricultural areas in Alberta. This fact is born out by statistics which show from 1961 to 1966 in the area improved land increased by five per cent but the value of agricultural production sold rose from \$22,643,120 to \$34,968,290 or an increase of 54 per cent. This would be accounted for by production of specialty crops including malting barley and rapeseed and a larger livestock population with cattle up 46 per cent in numbers.

Industry in the town at this point is largely the growth developing from local enterprise. In the context of modern planning as being carried out through council policy, the municipality has purchased 130 acres of land which can be connected to rail and highway and serviced quickly with all utilities. There are other sites of varying sizes and locations which would meet the requirements of many industries suited to the smaller community. These could serve large areas through good highway or rail connections, such as is presently done by a local metal culvert plant here.

The available work force is growing in numbers with a potential for the more seasonal business with a fluctuating demand for workers as there is a section of the farm population which can fill this need.

With the early completion of hard surfacing on the main provincial highway north now evident, the growth of the tourist trade should provide excellent opportunities for this service industry.



Industrial sites are readily available in Westlock.

Enquiries

The Town of Westlock welcomes enquiries.
They should be directed to:
The Office of the Town Administrator,
Town of Westlock,
P. O. Box 220,
Westlock, Alberta.
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